

CAP NEWS DATA SHEET

SITE OVERVIEW

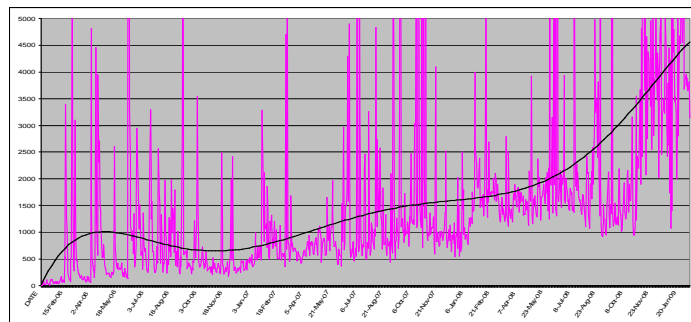
CAP News launched in January, 2006 as a parody of news and current events, and to provide a satirical diversion for people both at work and at home. We pride ourselves in not only providing a daily chuckle to thousands of web visitors each day, but also compelling those visitors to dig beyond the surface of things happening around us.

The CAP News staff brings over 75 years of combined comedy writing experience to the site, including a lengthy stint producing comedy material for hundreds of radio stations around the country. Are you in on the joke?

SITE TRAFFIC

Average visitors per day...

January, 2007	1,100
January, 2008	1,700
January, 2009	2,300
December, 2009	2,700



SITE DEMOGRAPHICS

70% male

69% between the ages of 18 & 49

42% annual salary over \$60,000

67% college graduates

72% visit the site from home

Visitors also frequent other sites covering

- politics & commentary
- science & nature
- news & information
- regional & local news
- technology & reference

Data provided by Quantcast

SITE STATISTICS

Most read stories of 2009 include:

- Google Purchases The Earth For Record \$590.6 Billion
- Obama Plans To Boost Probability Of Abba Reunion
- Dick Cheney Warns Of Alien Attack Under Obama
- New iPhone App Lets Users Talk To Each Other
- God Starts Randomly Smacking Pat Robertson



CAP NEWS RATE CARD

SITE STATISTICS

- Monthly Unique Visitors	...	>50,000
- Monthly Page Views	...	>90,000
- Alexa US Rank	...	c. 24,000
- Alexa Global Rank	...	c. 66,000

AD FORMATS

- Header Image Ad
 - Spec ... 468x60 px
 - Cost ... \$25 per month
- Footer Image Ad
 - Spec ... 250x250 px
 - Cost ... \$20 per month
- Skyscraper Image Ad
 - Spec ... 120x600 or 160x600 px
 - Cost ... \$35 per month
- Left Sidebar Image Ad
 - Spec ... 125x125 px
 - Cost ... \$25 per month
- Content Page Image Ad
 - Spec ... 300x250 px
 - Cost ... \$50 per month
- Single Page Text Link Ad (Including Homepage)
 - Spec ... May include both title and description
 - Cost ... \$25 per month
- Sitewide Text Link Ad
 - Spec ... May include both title and description
 - Cost ... \$40 per month